

ABSTRACT OF THE DISCLOSURE**SEAMLESS, AUTONOMOUS INTRODUCTION OF NEW GOODS AND SERVICES INTO A DYNAMIC INFORMATION ECONOMY**

5 A method, system, apparatus, and computer program product for exchanging products (goods and services) in a non-centralized exchange system is provided. In one embodiment, a matchmaker registers with at least one of a plurality of directory services in the non-centralized exchange system. The matchmaker receives advertisements in a matchmaker determined informational format from a plurality of vendor agents. The plurality of vendor agents obtain the identity and contact
10 information of the matchmaker from one of the directory services with which the matchmaker has registered. A consumer agent obtains the identity and the contact information for one or more matchmakers from at least one of the directory services with which the matchmakers have registered. The consumer agent chooses and receives a list of advertisements from the matchmaker for products that are of interest
15 to the consumer agent. The consumer agent sends a request for a quote to one or more of the vendor agents corresponding to advertisements in the list of advertisements. The consumer agent then receives responses from one or more of the vendor agents to which a request for a quote was sent. From the responses, the consumer agent selects one vendor from which to complete a purchase of the product.